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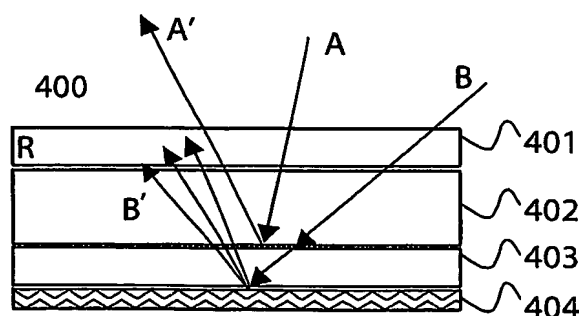
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(54) Title: REFLECTIVE LCD WITH SATURATED COLORS AND HIGH BRIGHTNESS



(57) Abstract: The present invention provides a reflective  
color liquid crystal display (400) comprising a holographic  
reflector (403) as well as a combination of an absorbing color  
filter (401) and a diffusive reflector (404). The holographic  
reflector (403) provides for saturated colors when the display  
is viewed from a particular direction, and the absorbing fil-  
ter (401)/diffusive reflector (404) combination provides for  
acceptable color saturation when the display is viewed from  
other directions. Thereby the advantages of a conventional  
LCD, having a absorbing filter/diffusive reflector combina-  
tion only, is combined with the advantages of a LCD having  
a holographic reflector only.